

ક્રમાંક:માવિ-૩/બેટીબચાઓ/૨૦૨૦/૬૪૬ .

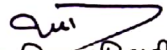
જિલ્લા શિક્ષણાધિકારીની કચેરી,
બનાસકાંઠા, પાલનપુર
તા:૧૮/૦૧/૨૦૨૦

પ્રતિ,
આચાર્યશ્રી,
સરકારી/ગ્રાન્ટેડ/નોન-ગ્રાન્ટેડ મા. અને ઉ.મા. શાળાઓ તમામ,
બનાસકાંઠા.

વિષય: Celebrating " Beti Bachao Beti Padhao Week- On the occasion of National Girl
Child Day Celebration" on 24th January , 2020.

સંદર્ભ: (૧) સંયુક્ત સચિવશ્રી, મહિલા અને બાળ વિકાસ મંત્રાલય, ભારત સરકારના પત્ર
તા:૦૭/૦૧/૨૦૨૦

ઉપરોક્ત વિષય અને સંદર્ભદર્શિત પત્ર અન્વયે જણાવવાનું કે, સંયુક્ત સચિવશ્રી, મહિલા
અને બાળવિકાસ મંત્રાલય ભારત સરકારના પત્ર તા:૦૭/૦૧/૨૦૨૦ ની નકલ આ સાથે સામેલ રાખી
મોકલી આપવામાં આવે છે. જે પત્રથી Celebrating " Beti Bachao Beti Padhao Week- On the occasion of
National Girl Child Day Celebration on 24th January , 2020 " ની ઉજવણી બાબતે જરૂરી સુચનાઓ અને
પ્રોગ્રામ આપવામાં આવેલ છે. પ્રોગ્રામ મુજબની કામગીરી થાય તે જોવા અને થયેલ કામગીરીનો અહેવાલ
અત્રેની કચેરીને મોકલી આપવા જણાવવામાં આવે છે.


જિલ્લા શિક્ષણાધિકારી
બનાસકાંઠા, પાલનપુર

બીડાણ: ઉપર મુજબ

आस्था सक्सेना खटवानी
संयुक्त सचिव
Aastha Saxena Khatwani
Joint Secretary



भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001
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D.O. No. 22/80/2019-BBBP

Dated: 9th January, 2019

Dear All,

I am writing in the context of celebrating "Beti Bachao Beti Padhao Week- on the occasion of National Girl Child Day celebrated on 24th January, 2020.

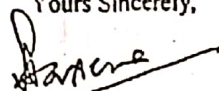
2. As you are aware, the Scheme is running in its 5th year of its implementation on ground. During these periods, the States/UTs/Districts have undertaken several innovative initiatives to address the issue of declining Child Sex Ratio (CSR) and promote value of girl child. The collective and coordinated efforts undertaken at National, State and Districts level resulted in placing this issue in the public discourse.

3. In order to bring visibility and create awareness on valuing of girl child, this Ministry proposes to celebrate "Beti Bachao Beti Padhao Week- as a mark to Celebrate Girl Child and Enable her Education on the occasion of National Girl Child Day (i.e 24th January, 2020).

4. In this context, you are requested to plan a week long programme to organize various activities in a campaign mode to observe BBBP Week starting from 20th January, 2020 - 26th January, 2020 to create awareness, sensitize people and engage community across the Districts. A suggestive Calendar of activities is enclosed for ready reference (Annexure 1). The funds available under BBBP may be used for this Campaign.

I look forward to your support on this.

Yours Sincerely,


(Aastha Saxena Kathwani)

1. All the DCs/DMs of 405 BBBP districts
2. The Principal Secretaries/Secretaries in-charge of Women & Child Development

2019/1

2019/1

21.5.19

ACTIVITIES CALENDER

Celebration of "Beti Bachao Beti Padhao – A week long special campaign"

Sl.No.	Days	Proposed activities
1	Day 1 (20 th January, 2020)	Opening Ceremony <ul style="list-style-type: none"> • Press Release with planned activities • District Task Force (DTF)/Block Task Force (BTF) meeting. • Signature/Pledge ceremony • BBBP Oath Taking ceremony
2	Day 2 (21 st January, 2020)	<ul style="list-style-type: none"> • Prabhat Pherry/Rallies • Door to Door joint campaign with AWW & ASHA • Paste BBBP Stickers with message on every visited houses/public building/Panchayat office etc.
3	Day 3 (22 nd January, 2020)	<ul style="list-style-type: none"> • Programme with schools (Govt/Private)- on value of girl child • Posters/Slogan-writing/ Drawing/Painting competition among school • Wall Paintings/Graffiti by School Students on School walls, Public Places • children and AWCs on the theme of BBBP
4	Day 4 (23 rd January, 2020)	<ul style="list-style-type: none"> • Community meetings on BBBP • Sensitization programme with religious leaders/community leaders. • Identify Local champion and engage them in awareness Programmes
5	Day 5 (24 th January, 2020)	<ul style="list-style-type: none"> • Develop and release photo book journey on BBBP • Awareness Generation activities Nukkad Natak, Street play, film show, Folk media, puppet shows ; Use of local channel/FM/Community Radio etc • Celebration of birth of girl child and felicitate the parents at District and Village level • Tree plantation in the name of girl child
6	Day 6 (25 th January, 2020)	<ul style="list-style-type: none"> • Plan special Gram Sabha/Mahila Sabha on CSR and Child protection • Name plate drive (name plate in the name of Girl Child) • Felicitation of Mother and Child • Talk Shows- Health and Nutrition , Legal –PC&PNDT Act and MTP Act and other women related legislations